



Mark Young
New York Metro

April 16, 1998

To: All Managers in the NY Metro Region

Subject: Doral Package Change / New Doral Box 100's

Dear Managers,

As we outlined in the Atlantic City meeting, it is extremely important that we start giving Doral and our share of the Savings category a much greater level of attention (especially in NJ with the high tax rate).

Key discussion and action point from our meeting:

- Work the 3-P's as it relates to Doral:
 - First get Doral in distribution emphasis on 100 mm styles.
 - Display the product in front of the consumers.
 - Promote Doral in accordance with our Savings strategy.
- Utilize the up-coming Package change to re-establish Doral once again as a true savings player in every retail call (where savings is a factor).
- In calls selling 100 or more cartons weekly our objective is to grow Doral distribution to 100% with the New Doral Box 100's.
Every blackline / sticker prebook written for promoted Doral product
must include the 2 new box styles.
- In calls that sell less than 100 cartons per week the two new Doral Box 100's should be worked as a priority where savings brands are selling or have a good opportunity to sell. This applies to New York and Ct.

In New Jersey due to the \$8 a carton state tax, Doral Box 100's should be worked in ALL calls. The opportunity for sales is everywhere due to the growing number of consumers that are trading down to "less expensive cigarette brands" to save money.

As shown in the February marlin numbers, our Full Price brands finally started to respond positively. Now let's get the savings category to move in the right direction.

Sincerely,

Mark Young

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